

WELCOME!

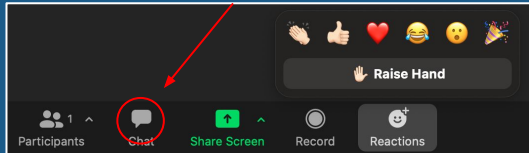
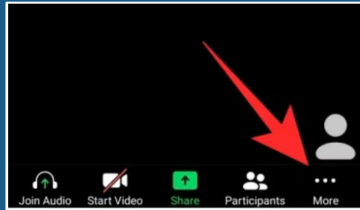
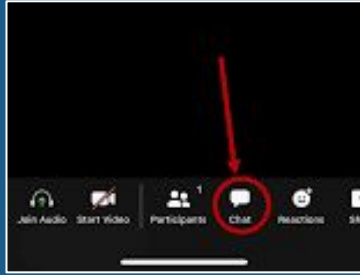
Say hello in chat! Where are you joining us from?



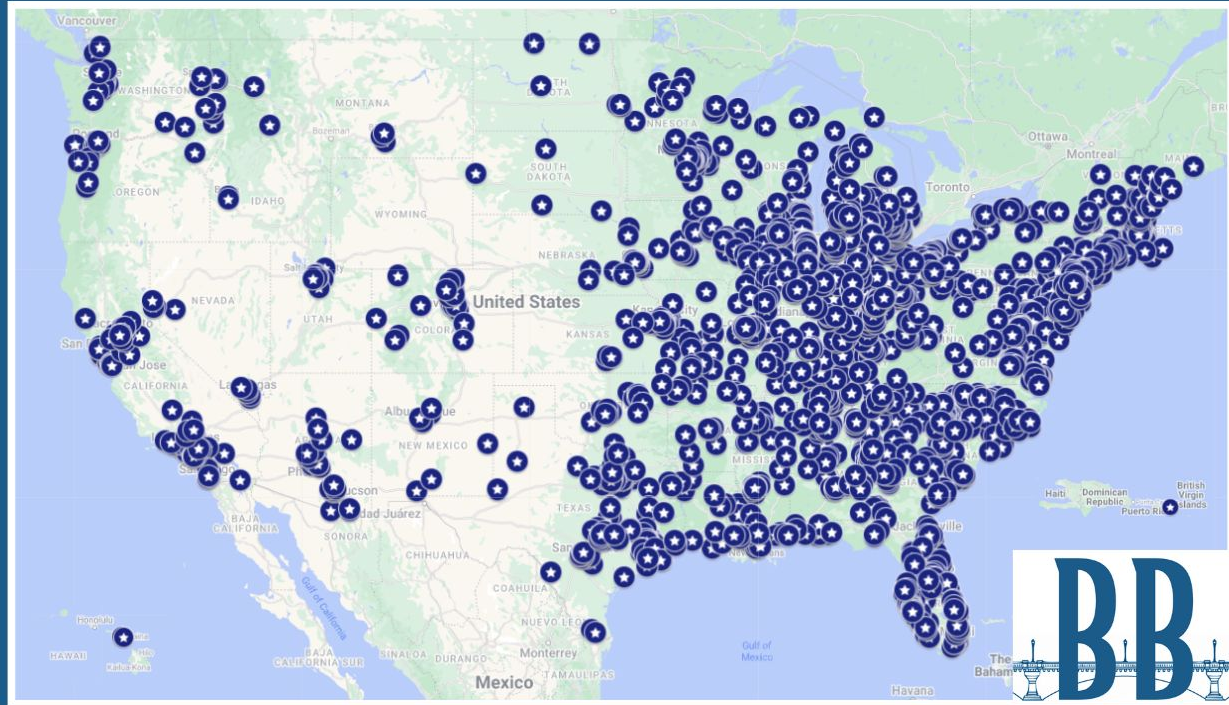
BUILDING BRIDGES FOR AMERICA

Conversations that Break Through

Locate the chat feature.



*Say  hello in chat!
Where are you joining us from?*



WHERE WE STAND

Democrats believe that the economy should work for everyone, health care is a right, our diversity is our strength, and democracy is worth defending.

BUILDING BRIDGES FOR AMERICA ACTION FUND

Our Mission

Building Bridges mobilizes and empowers networks of relational grassroots organizers to create an equitable and informed electorate.

Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Meeting will be 1-hour
- Thank you for joining us!



Caz Margenau
she/her



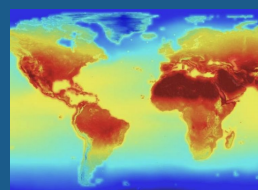
South Bend, IN



Ace/Aro



Single mom



Climate Research Administrator



Relational
Organizing
for Heidi
Beidinger for
IN HD5



Data Director
and Relational
Organizing Lead
for IN2 Kitchen
Cabinet
2022-now



Field Director for
South Bend City
Councilwoman
Rachel Tomas
Morgan 2023



Operations
for Paul
Steury IN2
2022



Digital Marketing
Jeni Arndt for Mayor
of Fort Collins, CO
2021



State Lead,
Colorado for Pete
Buttigieg
2019-2020



Colorado lead for
Joe Biden Facebook
Program, 2020



Co-founder and co-Director of Leadership Development
Building Bridges for America Action Fund
2020-now



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Live Online on Thursdays

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Political Organizing Classes

8 free and accessible
courses and workbooks
for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2024 GOTV Session

10/3-10/24

Go at your own pace with the workbook for this course.

BUILDING BRIDGES FOR AMERICA



Conversations that Break Through Workbook



DOWNLOAD THE STEP BY STEP COURSE WORKBOOK

DOWNLOAD FILLABLE PDF

PRINTABLE DOWNLOAD

What are your core values?

What is important to you? Deep down in your core? That core that drives you is your values.

First, let's distinguish values from issues and policy. Policies enable us to bring those motivating values to life through actions and systems. For example, economic growth for all is an issue, raising the minimum wage is a policy, but what draws you to that issue are your commitments to values, such as justice, equality, freedom, compassion, or resilience.

Dig down and identify and name those values that drive you.

My core values:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

<https://www.buildingbridgesforamerica.com/courses/conversations-that-break-through>



Conversations that Break Through to Get Out the Vote

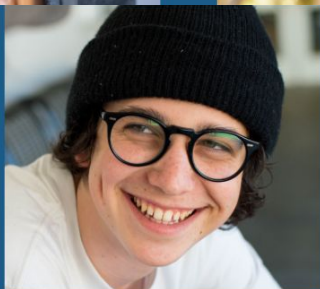
Today we will cover dialogues between

You &



An infrequent voter

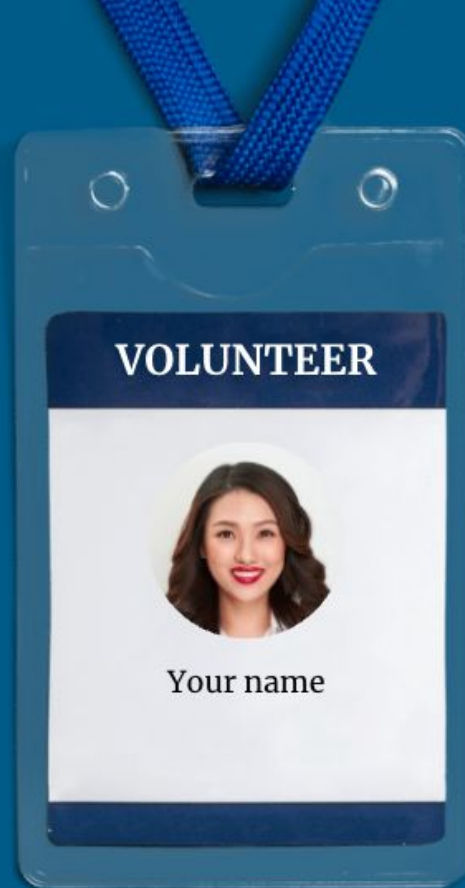
A swing voter



Permission granted

You are a messenger.

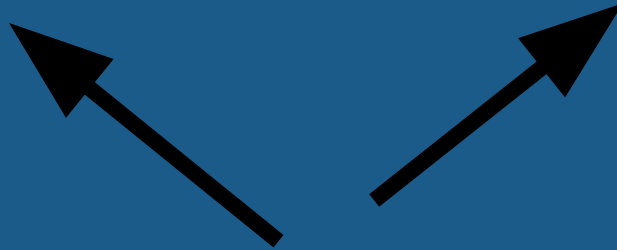
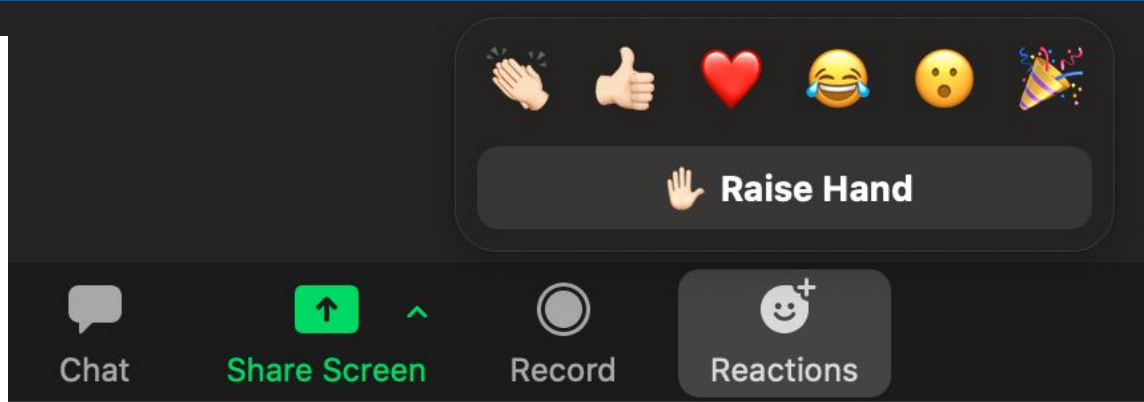
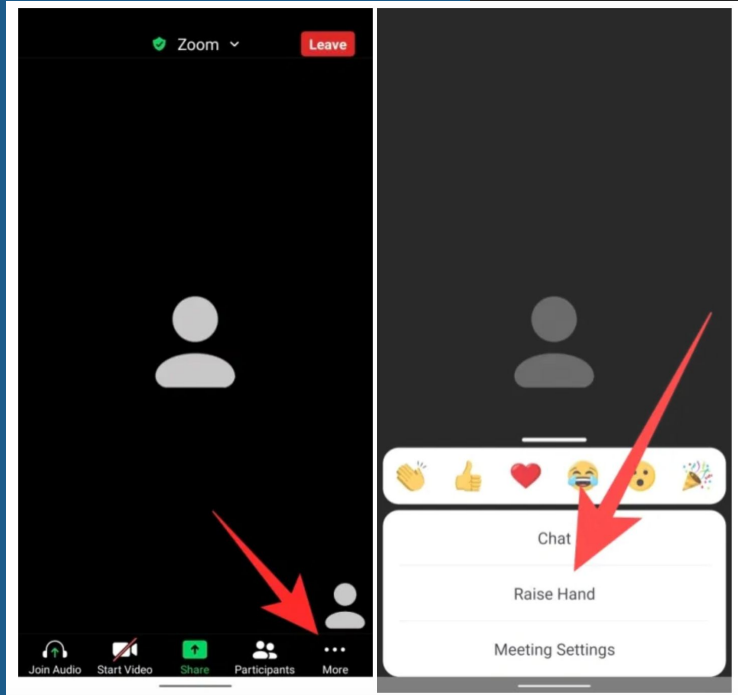
Your job is to
talk directly with voters.



Friendly Norms

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- Thank you for joining us!

Raising Hand on a Computer/Tablet





Caz Margenau
she/her



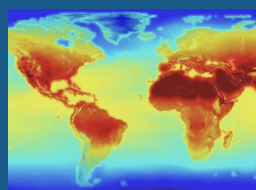
South Bend, IN



Ace/Aro



Single mom



Climate Research Administrator



Campaign Manager for
South Bend Common
Councilwoman
Rachel Tomas Morgan
2023



Operations and
Outreach for
Paul Steury IN2
2022



Grassroots
organizer for IN2
Kitchen Cabinet
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State Lead,
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Digital Marketing
Jeni Arndt for Mayor
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Colorado lead for
Joe Biden Facebook
Program, 2020



Co-founder and co-Director of
Leadership Development
Building Bridges for America
2020-now

BUILDING BRIDGES FOR AMERICA

Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

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Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Today's goals

Get Out the Vote

Basics and understand the strategy

Active listening skills

Find where the voter is at

Step by Step

Walk through the structure and word choices for effective conversations



Definitions

Get Out the Vote (GOTV)

Engage in efforts intended to encourage people to vote in an election.

Active Listening

A way of listening and responding to another person that improves mutual understanding.

Campaign Get Out the Vote strategy

Campaigns have data on a voter's voting habits and how likely they are to vote for Democrats.

Two data points

- How likely are they to vote?

- How likely are they to support a Democrat?

The campaign then create lists of voters for volunteers to contact.

Campaign Get Out the Vote strategy

How likely are they to vote? →

How likely are they to support a Democrat? →

LIKELY VOTER LIKELY SUPPORTER	POTENTIAL VOTER LIKELY SUPPORTER	NON VOTER LIKELY SUPPORTER
LIKELY VOTER POTENTIAL SUPPORTER	POTENTIAL VOTER POTENTIAL SUPPORTER	NON VOTER POTENTIAL SUPPORTER
LIKELY VOTER OPPONENT SUPPORTER	POTENTIAL VOTER OPPONENT SUPPORTER	NON VOTER OPPONENT SUPPORTER

Campaign Get Out the Vote strategy

How likely are they to vote? →

How likely are they to support a Democrat? →

LIKELY VOTER LIKELY SUPPORTER	POTENTIAL VOTER LIKELY SUPPORTER	NON VOTER LIKELY SUPPORTER
LIKELY VOTER POTENTIAL SUPPORTER	POTENTIAL VOTER POTENTIAL SUPPORTER	NON VOTER POTENTIAL SUPPORTER
LIKELY VOTER OPPONENT SUPPORTER	POTENTIAL VOTER OPPONENT SUPPORTER	NON VOTER OPPONENT SUPPORTER

Framing 101: Some brains you just can't change

Examining a failed effort to reduce conservative support for Trump



FRAMELAB
OCT 9, 2023

Campaign Get Out the Vote strategy

LIKELY VOTER

**LIKELY
SUPPORTER**

POTENTIAL VOTER

**LIKELY
SUPPORTER**

NON VOTER

**LIKELY
SUPPORTER**

LIKELY VOTER

**POTENTIAL
SUPPORTER**

POTENTIAL VOTER

**POTENTIAL
SUPPORTER**

NON VOTER

**POTENTIAL
SUPPORTER**

Campaign Get Out the Vote strategy- More than Vote

LIKELY VOTER

**LIKELY
SUPPORTER**

Thank you!

Volunteer
Triple Your Vote

Campaign Get Out the Vote strategy- Add a vote

POTENTIAL VOTER
LIKELY
SUPPORTER

Focus on
encouraging
them to vote.

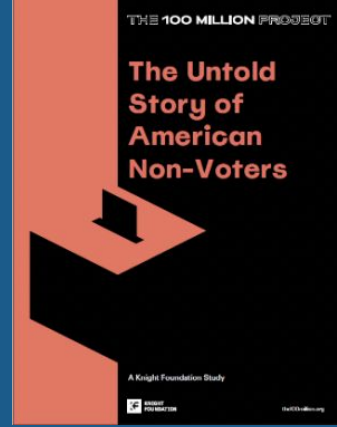
NON VOTER
LIKELY
SUPPORTER

Focus on how to
vote and why it is
important.

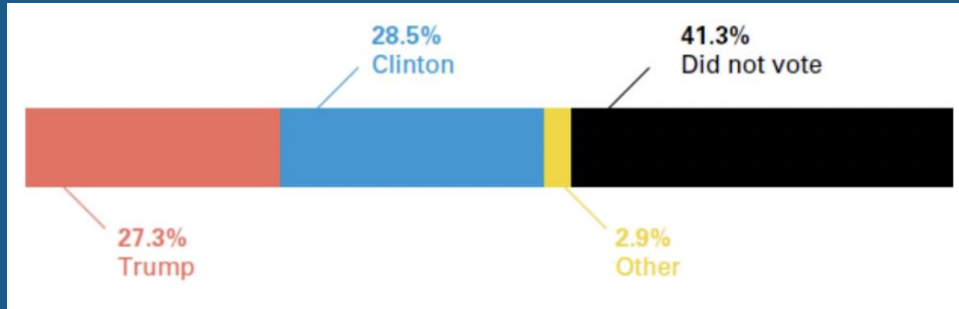
They're a supporter, great! Get them to the polls.

The biggest voting block
that does not vote for Democrats
is not Republicans.

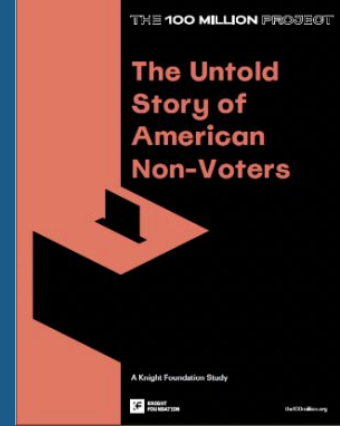
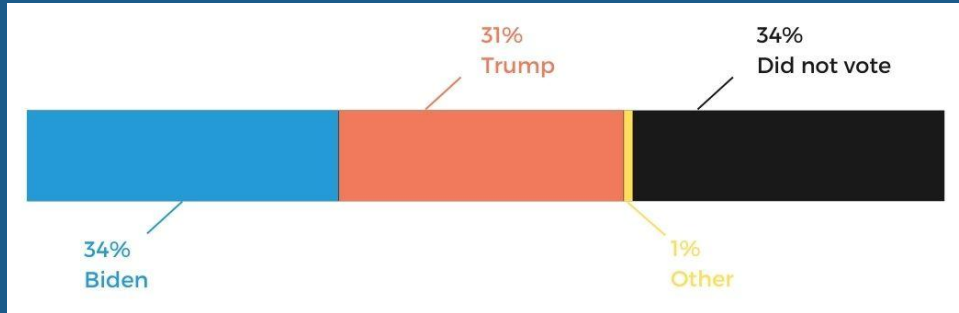
It is non-voters.



In 2016– Non-voters were the largest voting block.



In 2020– Non-voters were the 2nd largest voting block.



Reasons people do not vote

The system doesn't work for me

I don't feel that elections represent the will of the people.
I do not know or like any of the candidates.

Politics does not matter to me

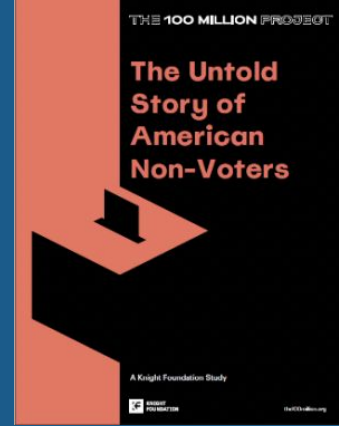
Politics does not have a big impact on my life.

I feel under-informed

84% I don't really follow politics.
58% I just bump into news or I hear it from others.
74% I think voting is hard.

Be prepared to:

- Validate their feelings
- Stick to the issues, talk about it on personal terms
- Connect candidates to issues and provide information on how to vote
- Keep a list of names and track responses



Campaign Get Out the Vote strategy- Swing the vote

Focus on making your candidate an option. Ask for their support. Leave them with a positive impression.

LIKELY VOTER

**POTENTIAL
SUPPORTER**

POTENTIAL VOTER

**POTENTIAL
SUPPORTER**

NON VOTER

**POTENTIAL
SUPPORTER**

It's a competition. Do not help people vote until you know they are a likely supporter.

DO THE WORK!

The work is having 1-on-1 conversations with voters.

Get past your barriers and build your confidence.

Preparation Builds Confidence

Get yourself familiar

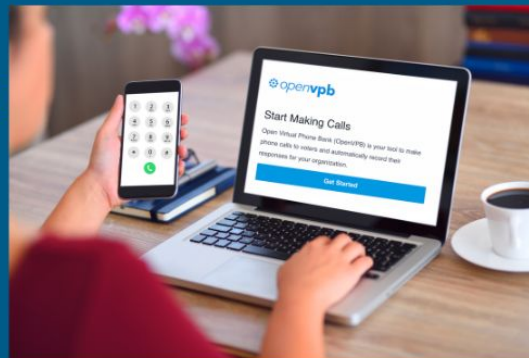
BUILDING BRIDGES FOR AMERICA

How to Canvass



BUILDING BRIDGES FOR AMERICA

How to Phone Bank



Our guides walk you through step-by-step.
Our canvass video shows it in action.



Outline of a conversation

1. Identify the person you are speaking with.
2. Open ended question to get them to open up.
3. Actively listen. Find and say a connection.
4. Identify their category.
5. Walk them through their plan to vote.
6. Reinforce their identity as a voter and supporter.

An app and a conversation

When you volunteer for a campaign you will have an app saying who you are talking with.

First, know the name or names of who you are looking to speak with and be friendly and identify them:

Hi, I am looking to talk with Brenda.

Would you happen to be Allen?



Conversation Style

Discussion

Debate

Dialogue

- Open-minded & curious
- Create space
- Focused on listening
- Ask questions so you can understand

Anatomy of a dialogue

1



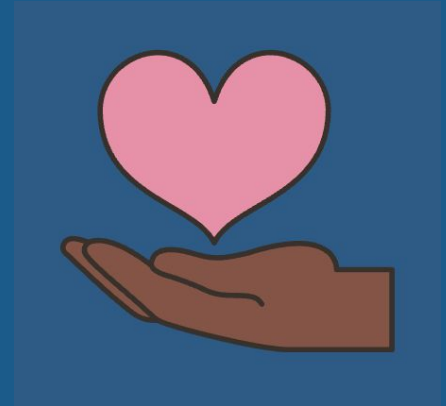
Asking people how they feel and actively listening.

2



Making a connection and sharing your story.

3



Providing information and asking them to join you.

Biggest fears

I am struggling with Kamala's support of Israel.

I don't like the idea of a woman being president.

I am thinking about a third party candidate.

I heard...

Types of questions

What are open-ended questions?

Open-ended questions are queries that can't be answered with a simple "yes" or "no." By using these types of questions, you invite the respondent to share more information about themselves. This helps to open the conversation and can help people feel more at ease.

What are close-ended questions?

Close-ended questions are those that require a specific answer like "yes" or "no".

Open with an open ended question

Hi [name], my name is Caz and I am a volunteer for Kamala Harris. I am fired up about this election, how about you? What is your plan to vote?

No matter what they say, smile and be curious. Ask questions to get them to open up and share.

The best way to connect
and be heard is to first
actively listen.

Active listening

AVOID DISTRACTION

Set your intention to listening.

No daydreaming or multi-tasking.

Remove things that might keep you from paying attention.

PAY ATTENTION

Do not use this time to prepare for a rebuttal. Ignore the divides and listen for the connections.

DO NOT INTERRUPT

Allow the other person to finish what they are saying.

Active listening

EXPRESS YOUR ATTENTION

Words and phrases like “Oh”, “I see”, “uh huh” and “hmm” show that you are listening.

USE DOOR OPENERS

Keep them engaged and talking
“Tell me more”
“That’s interesting”

REFLECT, PARAPHRASE OR CLARIFY

Repeat back what you have heard
“It sounds to me like you are saying...”

Active listening

DO NOT ARGUE

“I can tell you are very upset/frustrated”
“I know that it has been hard for you to change gears”

SHOW EMPATHY FOR THEIR FEELINGS

“I am hearing you say that you are frustrated because _____”

LOOK FOR COMMON GROUND

“Where do you think we could find common ground?”
“We agree on this, what else do we agree on?”

Say the connection aloud

I can see how important that is to you.

I feel you, and I feel the same way.

Then speak to a common value and share a personal story.

I too am concerned about high prices. I have two young adults kids who work full time but have to live at home, while I at there age was independent. I feel that is an injustice, and that is why me and my kids are very excited about Kamala's plan to offer \$25,000 towards a down payment on a home and her plan to build 3 million new homes.

Use Common Language

Choose words that can be understood by everyone.

YOU CANNOT USE

FACTS

LOGIC

MORALITY

YOU CAN USE

YOUR VALUES

YOUR STORY

**EMPATHY FOR
PEOPLE YOU KNOW**

Be specific and personal

“STRANGE BUT TRUE: THE MORE SPECIFIC A FILM IS, THE MORE UNIVERSAL, BECAUSE THE MORE IT UNDERSTANDS INDIVIDUAL CHARACTERS, THE MORE IT APPLIES TO EVERYONE.”

Roger Ebert in a review of Brokeback Mountain



The basis of trust is vulnerability. To build trust you must open up.

Avoid theory. Speak on a human scale.

Identify their category

Use quick close ended questions to determine their support and voter type.

Can I count on your vote for Kamala Harris?

Do you plan to vote early? Or absentee?

LIKELY VOTER

LIKELY
SUPPORTER

POTENTIAL VOTER

LIKELY
SUPPORTER

NON VOTER

LIKELY
SUPPORTER

LIKELY VOTER

POTENTIAL
SUPPORTER

POTENTIAL VOTER

POTENTIAL
SUPPORTER

NON VOTER

POTENTIAL
SUPPORTER

Get them past their barrier

LIKELY VOTER

**LIKELY
SUPPORTER**

Thank you for
being a voter!
Can you ask
three people to
vote with you?

POTENTIAL VOTER

**LIKELY
SUPPORTER**

Your vote is
needed. Provide
info on how to
vote. Share why
and how you
vote. Make a
plan to vote.

NON VOTER

**LIKELY
SUPPORTER**

Your vote is
needed. Provide
info on how to
vote. Share why
and how you
vote. Make a
plan to vote.

LIKELY VOTER

**POTENTIAL
SUPPORTER**

Make a
connection.
Leave a positive
impression. Ask
them to consider
their support.

POTENTIAL VOTER

**POTENTIAL
SUPPORTER**

Make a
connection.
Leave a positive
impression. Ask
them to consider
their support.

NON VOTER

**POTENTIAL
SUPPORTER**

Make a
connection.
Leave a positive
impression. Ask
them to consider
their support.

Make a plan to vote

When you imagine yourself doing something, you are then more attuned to the opportunities to help you get there. And you're able to anticipate and have a plan to avoid setbacks.

Help them visualize voting.

How are you planning to vote?

Do you plan to mail your ballot or drop it off in person?

What time will you go vote?

Where is your polling location?

Will you bring a friend or family with you to vote?

Close with reinforcement

Make them feel good who they are

Your part of town is great, they're really getting out to vote this year.

Thank you for being a voter.

Reliable voters like you are the ones really making a difference.

Thank you so much for considering your vote for Kamala Harris.

Recap of a conversation

1. Identify the person you are speaking with.
2. Open ended question to get them to open up.
3. Actively listen. Find and say a connection.
4. Identify their category.
5. Walk them through their plan to vote.
6. Reinforce their identity as a voter and supporter.

Make the ask

- A person is more likely to do something when they are personally asked to do it.
- Asking is showing that you respect their participation.
- Do not assume their answer, make them say it.
- Phrase the question so they give a response.

If you only have time to say one thing, make it a direct ask for support.

Will you consider your vote for Rachel?

Voting is a behavior. To change a behavior people need to be asked over and over. Be one of those times.

Leave the door open

You do not have to convince every voter.

Walk away knowing that person is now open to considering your candidate.

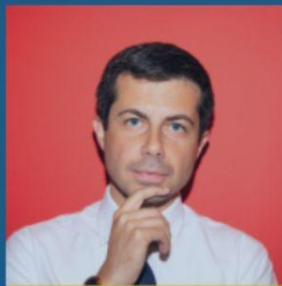
You helped that voter feel heard.

You showed them a Democrat who is respectful, joyful, confident.



Maya Angelou

"PEOPLE WILL FORGET WHAT YOU SAID.
PEOPLE WILL FORGET WHAT YOU DID.
BUT PEOPLE WILL NEVER FORGET HOW
YOU MADE THEM FEEL."



Pete Buttigieg



"HOW PEOPLE FEEL ABOUT YOU IS LARGELY DRIVEN
BY HOW YOU MAKE THEM FEEL ABOUT THEMSELVES."

Workbook has activities

THE BEST WAY TO CONNECT AND BE HEARD IS FIRST TO ACTIVELY LISTEN.

AN EFFECTIVE ORGANIZERS GREATEST SKILL IS TO LISTEN. TO BE HEARD AND UNDERSTOOD FIRST YOU NEED TO OPEN THE DOOR OF UNDERSTANDING. PRACTICE THESE BASIC HABITS AND SKILLS TO SHOW YOU ARE LISTENING AND WATCH AS THE CONVERSATIONS YOU HAVE GROW DEEPER.

ACTIVE LISTENING

AVOID DISTRACTION

Set your intention to listening.
No daydreaming or multi-tasking.
Remove things, persons or animals that might keep you from paying attention.

REFLECT, PARAPHRASE OR CLARIFY

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USE DOOR OPENERS

Keep them engaged and talking
"Tell me more"
"That's interesting"

DO NOT ARGUE

"I can tell you are very upset/frustrated" "I know that it has been hard for you to change gears"

Practice

Open the door

1

You are volunteering for a candidate, Rep. Joe Neguse, and you are phone banking. The line answers and you say "Good afternoon, am I speaking to Ronald?"

"Yeah, who is this?"

"My name is _____, I am calling from _____ on behalf of US Representative Joe Neguse. Joe is running for re-election and I would like to know if I can count on your vote for Joe."
He says, "I heard he's one of those radical socialists."

Write your response:

"TELL ME MORE"

"I THINK I HAVE HEARD THAT BEFORE, BUT TELL ME WHAT IT MEANS TO YOU?"

Imagine Ronald eventually says, "I really do not know much about him."

You say, "That's okay, you're talking to me, and a few years ago I didn't know much about any of this. What is something that bugs you or is important to you?"

"I HEAR YOU."

"MMM HMMM"

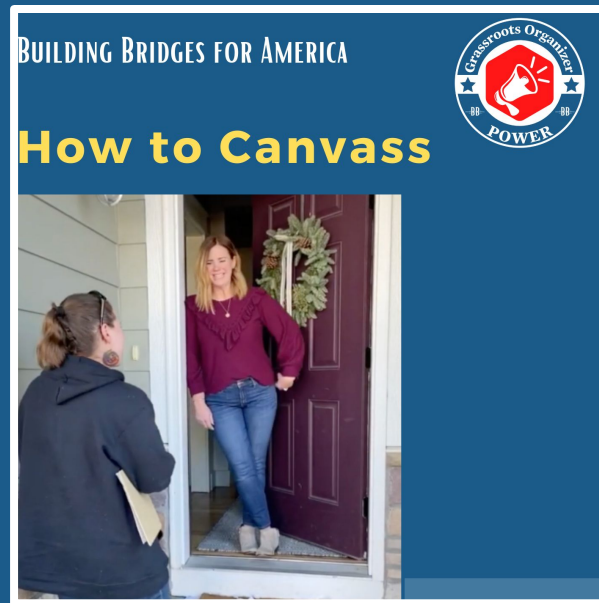
Write out a possible response from Ronald that you disagree with:

"IT SOUNDS LIKE YOU ARE FRUSTRATED BECAUSE..."

Write your empathetic response:

"WHAT ABOUT THAT IS IMPORTANT TO YOU?"

Step-by-Step How To's



Step-by-Step workbooks, slides, and video.
www.buildingbridgesforamerica.com



Live Online on Thursdays

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courses and workbooks
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- *Civics for Change*



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- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2023 Get Out the Vote

Every Thursday
10/12 to 11/2

2024 Session I

Every Thursday
1/11 to 2/29

2024 Session II

Every Thursday
3/21 to 5/9

2024 Session III

Every Thursday (skip 7/4)
5/30 to 7/25



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\$115 Raised



GOAL \$1,145

**Donate to the Building
Bridges for America
Action Fund**

updated at 4:35 PM **AB**

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Donate \$10 →

Donate \$15 →

Donate \$20 →

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operating costs so we can
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organizers, candidates,
and causes.

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www.buildingbridgesforamerica.com.

Thank you for joining us.